

Message Text

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ACTION ARA-20

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FM AMCONSUL CURACAO

TO SECSTATE WASHDC 1677

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E.O. 11652: N/A

TAGS: BEXP, NA

SUBJECT: FY 1974 COMMERCIAL PROGRAM

REF: AL STATE 234462, BL STATE 001729

LISTED BELOW ARE COMMERCIAL OBJECTIVES ON WHICH POST WILL
CONCENTRATE DURING BALANCE OF FISCAL YEAR.

OBJECTIVE ONE: ATTEMPT TO PENETRATE MARKET FOR MACHINERY TO
MANUFACTURE BRICK BLOCKS IN THE N.A.

ACTION NO. 1. IDENTIFY AND CONSULT WITH INTERESTED PARTIES TO
OFFER OUR ASSISTANCE IN OBTAINING NECESSARY EQUIPMENT TO
MANUFACTURE BRICK BLOCKS. RAW MATERIAL FOR THIS EXISTS ON
CURACAO.

ACTION NO. 2. CONSULT WITH THE ISLAND GOVERNMENT AND THE GONA
TO EDUCATE THEM TO THE POSSIBILITY OF THIS IMPORT. THE GONA
HAS EXPRESSED INTEREST IN CREATING SMALL INDUSTRY IN CURACAO
AND ARE VERY INTERESTED IN EXPANDING THE CONSTRUCTION SECTOR.
BLOCKS COULD ALSO BE USED FOR THE PROPOSED DOWNTOWN
RECONSTRUCTION PROJECTS.

OBJECTIVE TWO: EXPLORE THE POSSIBILITY OF IMPORTS OF AMERICAN
CAPITAL EQUIPMENT FOR LOCAL GOVERNMENT PROJECTS.

ACTION NO. 3. STANFORD UNIVERSITY IN A REPORT SOON TO BE
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PUBLISHED HAS RECOMMENDED TO THE ISLAND AND CENTRAL GOVERNMENTS

SEVERAL EMPLOYMENT CREATING PROJECTS ON THE ISLAND BY MEANS OF SMALL INDUSTRY WHICH WOULD DECREASE RELIANCE ON IMPORTS. THIS REPORT SHOULD BE DISCUSSED WITH THE DEPARTMENT OF ECONOMIC AFFAIRS OF THE NA AND THE DEPARTMENT OF ECONOMIC DEVELOPMENT OF CURACAO AND ARUBA. IT SHOULD BE POINTED OUT TO THEM THE ADVANTAGES OF US EQUIPMENT AND THE ASSISTANCE THE CONGEN CAN RENDER INCLUDING THE USE OF THE COMPUTERIZED TRADE OPPORTUNITY PROGRAM.

OBJECTIVE THREE: ADVERTISE THE AVAILABILITY OF PRE-FABRICATED HOUSING FROM THE U.S. WITH A VIEW TOWARD THE SALE OF SUCH HOUSES ON CURACAO. THERE EXISTS ON CURACAO A SERIOUS SHORTAGE OF ADEQUATE LOW INCOME HOUSING. THE ISLAND GOVERNMENT HAS EXPRESSED CONCERN OVER THE MATTER AND HAS EXPRESSED ITS WISHED TO CONSTRUCT 5000 LOW INCOME HOMES WITHIN THE NEXT 5 YEARS AT AN ESTIMATED COST OF \$50 MILLION. INTEREST IN FURNISHING MATERIALS HAS BEEN EXPRESSED BY BOTH COLOMBIA AND VENEZUELA. IT IS PROPOSED THAT ARTICLES BE PLACED IN LOCAL MEDIA ABOUT US BUILDERS OF PREFABRICATED HOUSING AND THAT THE CONGEN EXECT EVERY EFFORT TO EDUCATE GONA AND ISLAND GOVERNMENT OFFICIALS TO THE POSSIBILITIES OF SECURING SUPPLIES FROM THE U.S.

OBJECTIVE FOUR: IMPROVING SERVICE OF THE COMMERCIAL LIBRARY. THE CONGEN IS IN THE PROCESS OF UPGRADING THE FACILITIES OF THE COMMERCIAL LIBRARY. MORE PUBLICATIONS HAVE BEEN ORDERED. THE NEXT STEP IS TO INCREASE LOCAL AWARENESS OF THE EXISTENCE OF THIS FACILITY AND OUR WILLINGNESS TO ASSIST LOCAL BUSINESSMEN WITH THEIR NEEDS. CONSIDERATION IS BEING GIVEN TO ADVERTISING THESE SERVICES IN LOCAL NEWSPAPERS AND ON TELEVISION, PLACING REMINDERS IN LOCAL TRADE JOURNALS AND PLACING NOTICES IN HOTELS.

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